

Carole Fudge



Industry loves

I love the people. I love the plants. I love that I am still learning every day – that just keeps me interested! Most of all, I love that the work we do every day is important for the planet we live on. We all have a deep connection to nature and those of us who are fortunate enough to call it 'work' are the luckiest of all.

Current Role

Sales and Marketing Manager
Benara Nurseries, Perth, Western Australia

Responsibilities

Key account management, tracking and managing sales, Greenlife production planning, pre-sale stock assessments, forecasting trends and strategic planning for marketing and communications.

Skills required

Good communication skills are very important, a love of people, love of plants and willingness to learn and embrace change. Adaptability is also needed these days as the world changes so quickly, as well as being a quick thinker and always solutions focused.

Career Highlight

I have been given the tremendous opportunities to regularly travel interstate to visit other nurseries. I've also travelled overseas to plant trade fairs looking for new plant varieties, innovation and marketing ideas. I have been extremely privileged to join the Advisory Panel for Hort Innovation. This has been one of the most meaningful experiences where I have worked alongside a talented team of industry professionals identifying strategies to highlight the importance of Greenlife in our lives and in our cities. This has been very rewarding and educational.



Carole grew up in Yorkshire, UK where her deep love for nature began by escaping to the woods and roaming the moors. Carole's mother, a keen gardener, shared her love of greenlife, teaching Carole the names of plants as they nurtured their garden of vegetables, flowers and trees.

"I didn't realise until much later that she was giving me a great gift of knowledge."

Carole arrived in Australia as a teenager and at seventeen, attended secretarial college to study bookkeeping. Carole's first role after college was in a Nursery. It happened to be a family run Retail Nursery, rather than an early childhood kindergarten as she had expected. Carole was mentored over the next few years learning more about plants, pests and diseases, the industry, the people and life lessons in general.

"I quickly worked out that I thoroughly enjoyed being in the nursery and was able to balance time working in the nursery with the plants and customers, with the bookkeeping in the office".

In her 40 years in the industry, Carole has held roles in retail and production nursery operations. During this time Carole has developed a sound understanding of greenlife practices as well as plant identification.

Carole has met some truly lovely, honest, hardworking and thoughtful people over the years in this industry. She explains there is a joy in watching things grow, the changing of the seasons and flowers unfurling. There are always challenges, failures and successes, dealing with the natural world, but there is a level of exhilaration and an energy that takes your breath away.

"Wouldn't change a thing, other than to say I wish I had gone to Horticultural College rather than secretarial college when I was 17!"